

## **Historic, Archive Document**

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62,47

# Ward Horticultural Co.

109 West Cedar Avenue  
WEBSTER GROVES, MO.

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## Trade List 1943

Our nationally known green plants are produced from basal shoots, grown cool, without codling, in 3½ inch pots. Shipped by Express only, in open boxes, they arrive as fresh as when packed. We do not send yellow, lanky plants by parcel post.

No plants from wherever obtained, at any price, equal in vigor and health those sent out by us.

**TERMS:** Cash with order. No C. O. D. orders. Orders under \$3.00 not solicited.

## LIST OF GREEN PLANTS

Our object is to send out each season a few varieties of real merit, retaining some older ones, and adding some newer ones.

**NO SHIPMENTS BEFORE MAY 15th THIS SEASON.** Many varieties are in small quantities, and prospective buyers should order at once.

We do not substitute without permission, but if at all possible we ask that alternates may be mentioned which could be sent in case we are sold out of any variety.

**Outstanding Introductions of 1942**  
**\$1.00 each.** Columbia, Molly B., Scarlet O'Hara, Ivory Princess, H. I. Phillips.

**Any 3 for \$2.50**

**\$ .50 each.** All American, Confucius, Class, Maffie, Ruth Nichols, W. E. Shattuck, Lowell Thomas, Trojan.

**Any 3 for \$1.25**

**\$ .35 each.** Scarlet Jersey's Beauty, Megan Callaghan, Carl Dahl, Chautauqua Dawn, Freda George, The Governor, Moonbia, Virginia Rute, Kentucky Sportsman.

**Any 3 for \$1.00**

## INTRODUCTIONS OF OUR OWN FOR 1943

These are equal in quality to any of the highly priced varieties offered by others.

### **Tam O'Shanter**

Informal decorative. An intense deep maroon, without a shade of purple. Most prolific in bloom. A seedling of Pink Giant. Flower large.

**\$1.00 each**

### **Reverie**

Informal decorative. An exquisite shade of lilac. A remarkably stiff stem and wonderful poise. Those who have grown Mariposa years ago will recognize the same color in this flower. A seedling of Pink Giant. Flower 9 inch.

**\$1.00 each**

### **Sedate**

Informal decorative. A white of great excellence. Flowering habit prolific. Flower 9 inch.

**\$1.00 each**

### **Red Boy**

Informal decorative. A seedling of Scarlet Leader. Color intense crimson. A cut flower variety from which a large quantity of flowers can be cut. Size 8 inches.

**\$ .50 each**

One of each of these 4 introductions for \$3.00.



A writer in The American Dahlia Society's Bulletin for November 1942 states: The incomparable Ivory Princess—something special should be said about this new variety. Its smooth rich cream or old ivory color, its high solid center, its full petalage, its perfect semi-cactus form, its rigid but graceful stem, its delicacy and its perfection of balance, poise, foliage and general artistic appearance belie the huge size of the individual blooms. Flowers  $13\frac{1}{2}$  by  $8\frac{1}{2}$  inches can be grown by any novice.

Another correspondent in the same issue says of Columbia: Columbia was a vision of beauty. It was not merely alive with sheer loveliness but it almost seemed to say "See how exquisitely beautiful I am. Look at me. I can only glow like this for him who understands and loves me carefully, for it was his love and care of me that brought into being this beauty that is only God's to give." I'll never forget the flower.